

ABSTRACT OF THE DISCLOSURE

A system and method for efficiently, accurately, and inexpensively receiving, assigning, and tracking leads. In one embodiment, the invention enables leads to be efficiently identified by an interested partner or reseller by providing a database of leads that can be searched according to a variety of parameters. In one embodiment, the invention also reduces the number of leads that become cold by quickly and efficiently matching sources of leads with a variety of salesmen/resellers/users who are interested in utilizing a lead. In one embodiment, the present invention motivates a reseller to promptly contact a lead that the reseller selects by limiting the amount of time that a lead is available exclusively to the reseller. The reseller must contact the lead before the lead becomes available again to other resellers. In one embodiment, the invention also automatically provides feedback to the lead and/or to the source of a lead when a reseller selects a lead and when the reseller processes the lead in order to increase the accountability of the reseller. In an embodiment, the invention also provides a system and method for automatically evaluating the result of a contact which enables the lead source to better track the results of providing leads. In an embodiment, the present invention also automatically increases the accuracy of the reporting of results by automatically sending the results of the contact, as reported by the reseller, to the lead, the system administrator, and to the lead source. In addition, the present

invention automatically introduces the reseller to a lead before
the lead is contacted by the reseller.

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